



JGF capacitates DA-PRDP, F2C2, AMAS staff on agro-enterprise clustering

TAGAYTAY CITY, CAVITE – The Department of Agriculture - Philippine Rural Development Project (DA-PRDP), DA - Farm and Fisheries Clustering and Consolidation (F2C2) Program, and the DA - Agribusiness and Marketing Assistance Service (AMAS), in partnership with the Jollibee Group Foundation (JGF)

and Up Next People and Culture Inc., conducted a Training of Facilitators on the Agro-Enterprise Clustering Approach (AECA) on September 19-22, 2023.

The activity served as a venue to introduce the AECA to DA-PRDP, F2C2, and AMAS staff and equip them with the essential competencies to integrate the

approach into their respective project implementation. The trained participants will act as AECA facilitators who will mentor potential Farmers' Cooperatives and Associations (FCAs) and FCA clusters on the said approach.

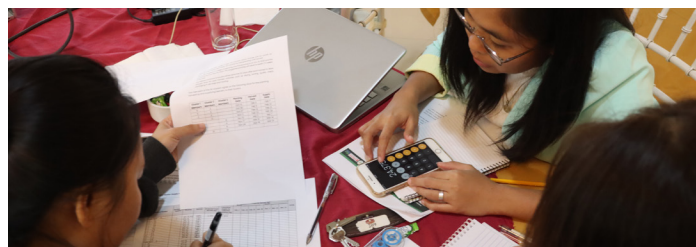
[Read more on p. 2](#)



JGF capacitates DA-PRDP, F2C2, AMAS staff...(from page 1)



DA-PRDP National Deputy Project Director Shandy M. Hubilla and NPCO I-REAP Alternate Component Head Leny Pecson share their insights in the contribution of learning AECA for the PRDP Scale-Up.



DA-PRDP National Deputy Project Director Shandy M. Hubilla explained that the training is among the key components of the renewed partnership between the DA and JGF.

“Ito po ay pagpapalawak at pagpapalalim ng ating existing partnership with the JGF na mas pinagtibay pa po natin sa isang Memorandum of Agreement (MOA) noong July 17 na pirmado ni Sr. Usec. Domingo Panganiban at Ms. Gisela Tiongson, ang presidente ng JGF,” Hubilla shared.

The partnership between the DA and JGF was first established through a MOA signed on January 10, 2022, which focused on clustering for smallholder farmers through the DA - F2C2 Program.

The continuation of the partnership aims to integrate the AECA into the PRDP Scale-Up and

eventually the DA regular system.

DA Assistant Secretary for Operations and PRDP National Project Director Arnel V. De Mesa expressed his support for the partnership as it is the perfect opportunity to introduce new innovations to the project that will scale up its impact on its beneficiaries and the agriculture sector as a whole.

“In DA-PRDP, we seize every opportunity to formulate plans with our partners, develop strategies, and provide suitable actions to enhance the standards of agricultural practices to help boost the income of our farmers,” Asec. De Mesa said.

What is the AECA?

AECA is an eight-step, methodical process that a direct

implementer or support institution can use as a guide to teach farmers to earn more through the management of their farms as a business, value addition, and collective group marketing. The approach is called “clustering” because of the innovation of forming producer clusters within their organization (cooperative or association).

AECA was introduced by JGF as part of its Farmer Entrepreneurship Program (FEP) to help smallholder farmers increase their income through fair supply arrangements with institutional markets like the Jollibee Group.

[Read more on p. 3](#)



(from left to right) JGF's Joey La'o, Senior Program Manager, Joanna Paula “Deng” Queddeng, Senior Program Officer, UpNext's GM Hernandez, and UPNext Facilitator Faith de Chavez share their best practices in conducting AECA.

JGF capacitates DA-PRDP, F2C2, AMAS staff...(from page 2)

Training future AECA champions

To fully equip the first batch of facilitators with the technical knowledge and practical skills needed to successfully implement the AECA in their respective projects, the JGF collaborated with Up Next People and Culture Inc. to deliver a comprehensive training program for the participants. The four-day training included interactive lectures, breakout sessions, panel discussions, group activities, and knowledge-sharing sessions that enabled the participants to have an in-depth understanding of the AECA.

JGF Director for Strategy and Program Innovation Joey La'O opened the discussion on the AECA with an introduction to inclusive agriculture value chains on which the foundation's initiatives are anchored. She highlighted the value of clustering and consolidation in helping smallholder farmers sell their produce to institutional markets such as the Jollibee Group.

"Paulit-ulit nating pag-uusapan ang clustering. Paano ba ginagawa ang clustering na ito? Anong ibig sabihin ng cluster," she said.

The succeeding lectures delved deeper into the 8 steps that constitute the AECA, from

understanding the market, product, and pricing, to ensuring market supply, organizing farmer clusters for supply consolidation, and the agro-enterprise objective and plan. These are important concepts that the participants are required to have a complete understanding first before becoming bonafide AECA facilitators and implementing the strategy to FCA and FCA clusters.

After every lecture on the AECA steps by JGF, the training facilitators from Up Next People and Culture Inc. tied the discussions to practical skills such as listening, having a growth mindset, managing stakeholders, and "advocating to influence" to elicit better appreciation and understanding of the technical concepts from the participants.

The participants also engaged in a series of activities where they applied the knowledge they learned from the discussions. These included group exercises and role-playing activities that simulated real-world situations when implementing the AECA.

The JGF also invited FEP farmers, local implementing partners, and DA personnel to impart their knowledge and experience in implementing the AECA. The participants learned from their best practices and had productive

discussions that highlighted the benefits of the AECA, especially to the farmers.

The training concluded with an Action Planning led by JGF President Gisela Tiongson. The newly trained AECA facilitators crafted their action plans using the template provided by JGF. The action plan includes the farmers' group and product profiles, targets, key outputs, and a timeline of activities.

DA-PRDP I-REAP Alternate Component Head Leny Pecson reminded the participants of their shared responsibility as the first batch of AECA facilitators from the DA-PRDP, F2C2, and AMAS.

"Napaka-importante ng role ng lahat ng participants because you are the first batch of AECA facilitators, the first batch of clustering coaches and mentors. At malaki 'yung expectations sa first batch kasi kayo ang magro-rollout ng AECA sa ating programa," Pecson expressed.

Moving forward, the participants will present their action plans to their respective project or unit heads to solicit their approval and support, after which they will also undergo an orientation on the AECA to ensure their support. (Jan Kyle Carrillo, NPCO InfoACE)



DA-PRDP, DOST-PHIVOLCS conduct training on climate and hazard risk assessment tools



Puerto Princesa, Palawan - To further enhance the risk profiling and multi-hazard mapping of proposed subprojects under the Department of Agriculture-Philippine Rural Development Project (DA-PRDP), the Geomapping and Governance Unit (GGU), Local and National Level Planning (I-PLAN) Component, and the Department of Science and Technology-Philippine Institute of Volcanology and Seismology (DOST-PHIVOLCS), jointly conducted the Training and Workshop on Utilizing Climate Decision Support Tools (DSTs) on September 26-29, 2023.

The activity aimed to capacitate key personnel involved in conducting risk profiling of subprojects and utilizing risk and vulnerability data in the preparation of Value Chain Documents (VCD) and Provincial Commodity Investment Plans (PCIP).

National Project Coordination Office (NPCO) GGU Head Honorio C. Flameño, PhD highlighted the

relevance of the training amidst the threat of climate change on the integrity of the subprojects.

“This training and workshop, a collaboration between the DA-PRDP and DOST-PHIVOLCS, stands as a testament to our unwavering commitment to safeguarding our work from the dual threats of climate change and geological hazards. In a world with increasing consequences brought about by climate change and geological disturbances, the need for proficient utilization of accurate planning tools is paramount,” he said.

NPCO I-PLAN Component Head Usec. Agnes Catherine T. Miranda also expressed her support in her welcome message delivered by NPCO I-PLAN Alternate Component Head Acquilyn Morillo.

“Agricultural investment planning is challenging as it involves careful consideration of several threats and risks such as natural hazards and climate and geologic risks in identifying

appropriate adaptation measures. Sharpening our knowledge and skills is paramount,” she said.

Leveling off on GGU’s progress in risk profiling of subprojects, NPCO GGU Alternate Head Joseph Pacon shared the recent updates on the Unit’s efforts to utilize remote sensing technology in the ongoing development of the GGU portal. The portal covers several valuable features in planning, monitoring, and safeguarding subprojects, and is set to be launched in November.

Resource speakers from GeoRisk PH, a multi-agency initiative led by DOST-PHIVOLCS which aims to be the Philippines’ central source of information for accurate and efficient hazards and risk assessment, shared how to effectively use their tools, such as GeoMapperPH, HazardHunterPH, GeoAnalyticsPH, and PlanSmartPH in hazard mapping.

[Read more on p. 5](#)



(from left to right) NPCO GGU GIS Specialist Xerxees Remorozo, Alternate Unit Head Joseph Pacon, and NPCO I-PLAN Alternate Component Head Acquilyn Morillo welcome the participants and resource speakers with words on the relevance of integrating modern decision support tools into the DA-PRDP Scale-Up’s plans.

DA-PRDP, DOST-PHIVOLCS conduct training on climate...(from page 4)

The information gathered from the abovementioned tools provides valuable insights into agricultural planning, especially in the establishment of vertical infrastructure for enterprises and the construction of farm-to-market roads, bridges, irrigation systems, and other development infrastructure that the DA-PRDP provides in accordance with the PCIPs.

The participants underwent a series of hands-on training on

the tools. They were also trained in identifying probable hazards such as earthquakes, volcanic eruptions, tsunamis, landslides, and other risks. These learnings will be helpful in identifying hazards surrounding proposed and pipelined subprojects.

GeoRiskPH also engaged the participants in a workshop on improving their in-house developed tools and further integrating agriculture into their data systems. The planners and mappers of the DA-PRDP identified that agricultural

commodities, population, and surrounding foliage would be beneficial should they be included in the list of attributes of the applications.

With the help of these decision support tools, agricultural plans can include more detailed workarounds through climate and hazard risks – supporting rural development while keeping the environment and the people safe. (Ana Victoria Margallo, NPCO InfoACE) ■



DA-PRDP holds training on sector concerns and rights

Sta. Rosa, Laguna – To address sector-specific concerns in the project implementation, the Department of Agriculture – Philippine Rural Development Project (DA-PRDP) held a comprehensive training session focusing on Gender and Development (GAD), Persons with Disabilities, Senior Citizens, and Youth sectors from September 19 to 22, 2023.

The four-day training aims to raise awareness, enhance comprehension of diverse sector concerns, and establish a thorough



understanding of the needs of the Project's target beneficiaries.

Participants present during the three-day activity include staff from various components and units from the DA-PRDP NPCO and representatives from the GAD Secretariat.

In her welcome message, NPCO I-PLAN Alternate Component Head Acquilyn Morillo underscored that the activity is also an avenue for consultation and clarification with PRDP staff on their concerns relating to different sectors.

"The PRDP has organized

this four-day initiative to stress the collective responsibility involved in ensuring that the integration of sectoral concerns is not merely a goal but a practical reality in every PRDP project," Morillo said.

Throughout the activity, lecture and workshop sessions were highlighted on the following: Human Rights, Women's Rights, Sexual Orientation, Gender Identity and Sex Characteristics (SOGIESC), Rights of Persons with Disabilities, and Rights of Senior Citizens.

[Read more on p. 6](#)



DA-PRDP holds training on sector concerns...(from page 5)

During the event's kickoff, Atty. Maria Ana E. Espinosa, the Resource Speaker in Gender and Development, spearheaded the discussion on fundamental GAD concepts. She also emphasized the historical roots of gender inequality and bias and identified gender-related challenges impeding equal access to rights, opportunities, and development benefits, particularly in government initiatives.

She also discussed the fundamental principles of disability rights, understanding the barriers and challenges that persons with disabilities often face in their

daily lives, and the importance of accessibility, accommodation, and the promotion of disability-inclusive policies and practices.

On the other hand, Atty. Lourdes Xylene Dolor discussed Rights of Senior Citizens, emphasizing the collective responsibility of the project implementers to uphold their rights. She also addressed the youth sector's rights, aspirations, and crucial role in contributing to the PRDP implementation. Ret. Col. Rommel Miranda also taught the implementers basic self-defense training.

The DA-PRDP is a six-year

national project under the Department of Agriculture (DA) that aims to establish a modern, value chain-oriented, climate-resilient agriculture and fisheries sector. In partnership with local government units (LGUs) and the private sector, the Project shall provide key infrastructure, facilities, technology, and information to raise incomes, productivity, and competitiveness in targeted areas.

In preparation for the PRDP Scale-Up this year, the Project targets to foster greater inclusiveness and encourage active participation in each sector. *(Julie Ace Brandon R. Barao, NPCO InfoACE)* ■

(from left to right) Atty. Maria Ana E. Espinosa, Atty. Lourdes Xylene Dolor, and Ret. Col. Rommel Miranda discuss the sectoral rights that shall be integrated in every project's policy and guidelines.



DA-PRDP women being taught basic self-defense techniques.

DA-PRDP I-BUILD holds 3rd quarter assessment, prepares staff for PRDP Scale-Up

Angeles City, Pampanga - The Department of Agriculture-Philippine Rural Development Project's (DA-PRDP) I-BUILD component conducted its Technical Workshop and 3rd Quarter Assessment for CY 2023 from September 25 to 29.

This initiative aims to enhance service quality for beneficiaries and stakeholders, preparing for the project's expansion this year. The four-day workshop brought together staff from various clusters, emphasizing the execution, and functioning of I-BUILD subprojects in their regions.

Engr. Roy Abaya, alternate

unit head of the NPCO I-BUILD component, underscored in his opening remarks that the workshop aims to appraise the general progress and achievements in implementing the I-BUILD component across the respective clusters.

"It is crucial to assess our achievements in the previous semesters and analyze our progress in implementation for the second semester to uphold our outstanding performance," Abaya said.

He also discussed the Second Additional Financing Performance, DA-PRDP Scale-Up, and Mainstreaming activities.

The clusters shared concerns and sought guidance from the NPCO in addressing issues for a successful subproject implementation as they prepare for this year's Scale-Up.

Shandy M. Hubilla, the National Deputy Director of DA-PRDP, expressed his appreciation to all the implementers.

"We must remain consistent in our efforts. The NPCO will stay engaged in monitoring and mentoring those in the field, Hubilla said.

Moreover, he urged them to uphold excellence throughout the year, specifically in meeting timelines. *(Julie Ace Brandon R. Barao/ NPCO InfoACE)* ■



The success of Tarlac sweet potato farmers

Farmers and members of the Mayantoc Sweet Potato Clean Planting Materials Producers Cooperative from Tarlac are now experiencing a stream of benefits several years after they were granted an enterprise subproject from the Department of Agriculture – Philippine Rural Development Project (DA-PRDP).

Their enterprise subproject, “Establishment of Nursery and Consolidation Area for the Production of Sweet Potato Clean Planting Materials (CPM)” primarily aims to increase the income of the cooperative through the marketing of sweet potato CPM and through the provision of land preparation and delivery services to the farmer-beneficiaries.

The Php8.2-million subproject consists of the construction of a trading post building, delivery truck, tractor, trading capital, nursery, mother plant, and materials for modified net houses.

As a result, the DA-PRDP-funded intervention spurred tangible socio-economic benefits to the farmer-beneficiaries which include increased farm area, improved farm income, enhanced capabilities in growing the commodity, and increased membership.



According to Rizal Salamanca, Jr., a long-time rice farmer, saw the huge difference between cultivating rice and sweet potato, especially in terms of costs of production and land preparation.

“Nakita ko na mas malaki ang kita sa kamote kaysa sa palay kasi sa palay kung minsan mas malaki ang lugi mo. Sa kamote, kahit konting silong lang ang tamnan mo, kikita ka talaga. Ang pagkakaiba ng pagtanim ng kamote at palay, ang kamote mas madali siyang i-prepare, mas maliit ang gagastusin,” he said.

“Nasubukan kong magtanim ng 20 bundle, binili ko siya ng Php25/bundle, gumastos lang ako ng Php5,000, kumita ako ng higit Php20,000,” he added.

With the provision of agricultural equipment and machinery, the farmers experienced an efficient way to plant CPMs and market their produce.

“Nakatulong po ‘yong paggamit ng rotovator sa co-op kasi mabilis magtrabaho ‘yong rotovator. ‘Yong truck ng co-op, nakatulong din kasi siya ang nagpipick-up ng mga kamote,” sweet potato farmer Eduardo Ventura, Sr., said.

“‘Yong kita ko sa kamote, nakakatulong kasi nabibigay ko do’n sa mga apo kong mga nag-aaral,” Ventura added.

Members of the cooperative enjoy a discount in renting the machinery from the enterprise, which lessens their farm expenses.

Currently, the Mayantoc Sweet Potato Clean Planting Materials Producers Cooperative cultivates two varieties of sweet potato, namely, the ‘kinerot’ and ‘super bureau’. As their enterprise further grows, they plan to cultivate more varieties of sweet potatoes in the future. (Ericson M. Guiao, PSO North Luzon InfoACE) ■

North Luzon

Benguet town breaks ground new DA-PRDP FMR

The Municipal Local Government Unit (LGU) of Kabayan, Benguet held a groundbreaking ceremony for the Php106.60-million "Improvement of Balang-Bocao Farm-to-Market Road (FMR) with vehicular bridge" on September 5, 2023, at Barangay Eddet, Kabayan.

The FMR has a road length of 2.35 kilometers with a vehicular bridge length of 72 linear meters. Once completed, it will serve as the main access road to Barangay Eddet and will service around 178 hectares of production area planted with white potato, carrots, cauliflower, and tomato, among other vegetables. It is also the second FMR subproject in Kabayan under the Department of Agriculture – Philippine Rural Development Project (DA-PRDP).

The laying of the capsule was led by Kabayan Mayor Engr. Florante B. Bantales Jr., DA-CAR OIC-Regional Executive Director Atty. Jennilyn M. Dawayan, Regional Project Coordination Office CAR I-BUILD Component Head Engr. Gaston B. Cael, together with representatives from the Project Contractor - Balintugan Construction, municipal LGU officials/heads, Sangguniang Bayan members, and barangay LGU led by Punong Barangay Eric F. Postino. Residents of Barangay Eddet also joined to witness the official groundbreaking of the subproject.

In her message, Atty. Dawayan lauded the collaboration, openness, and unity of the LGU and the community for having a common interest and for overcoming the hurdles that came along the way.

"It is also our collective responsibility to check and monitor the subproject because this is for the benefit of the community," she added.

The subproject is expected to be completed in October of next year. (*Elvy T. Estacio, RPCO CAR InfoACE*)

South Luzon

Construction of P39.1-M DA-PRDP slaughterhouse in Sorsogon now underway

GUBAT, SORSOGON – The long wait is finally over for the residents of Brgy. San Ignacio as they witnessed the groundbreaking ceremony for the Construction of AA Slaughterhouse on September 19, 2023.

The Php39.1-million (M) infrastructure development subproject under the Department of Agriculture - Philippine Rural Development Project (DA-PRDP) will ensure a sustainable supply of safe and high-quality meat products for the increasing number of residents of San Ignacio and surrounding barangays.

Barangay Ignacio Chairman Nelly Gisalan expressed her gratitude to the LGU and the DA-PRDP for the slaughterhouse subproject. She believes that this project will have a significant impact on employment and economic development in their barangay.

"We are very grateful that the project will be constructed here in our area. It will have a substantial impact and benefit to our barangay especially when the project begins," Gisalan remarked.

Meanwhile, DA-PRDP Regional Project Coordination Office Bicol Deputy Project Director Adelina Losa recounted the tedious process that the project proposal went through before it was approved. She commended the LGU for their dedication and determination to complete the subproject requirements.

Dir. Losa also advised the community to be diligent in monitoring the subproject to ensure that the construction adheres to the standards set by the DA-PRDP. She further stated that a Rural Infrastructure Engineer from the region will be assigned to supervise the project construction based on the approved Detailed Engineering Design. (*Michelle Angela G. Alfigura, RPCO 5 InfoACE*)

Visayas

Cebu farmers receive P3-M native chicken enterprise

"It was a dream come true to have an enterprise funded by the Department of Agriculture-Philippine Rural Development Project (DA-PRDP)."

This was the sentiment of Gerardo Goles, the president of the Tomonoy Farmers Association (TOMFAS), upon receiving the cheque worth Php3.57 million as the first tranche fund release for the "Moalboal Farmers Native Chicken Production and Trading Enterprise" subproject.

With the release of the fund, TOMFAS can now start the procurement of fencing nets and a hauling truck to support their native chicken enterprise. The enterprise will involve breeding, fattening, consolidation, and marketing of live and dressed native chicken.

The native chicken enterprise will be managed by the Tomonoy Farmers Association (TOMFAS), together with nine (9) cluster members, namely, the Kahugpungan sa mga Magbabaol sa Bala (KAMABA), Tunga Farmers Association (TUFAA), Agbalanga Farmers Association, Nagkahiusang Mag-uuma sa Bugho (NAMABU), Nagkahiusang Mag-uuma sa Batadbatad (NAMABA), Busay Farmers Association (BUFA), Lanao Farmers Association (LAFARMA), Saavedra Farmers Association (SAFA), and Nagkahiusang Mag-uuma sa Tuble (NAMATU/RIC).

"We are very thankful to the PRDP for the approval of our project. We, the cluster members, have been praying for the support of the Project. It was a roller coaster ride and we are filled with emotions upon receiving the fund," Goles expressed. (*Bexmae Jumao-as, RPCO 7 InfoACE*)

Mindanao

DA-PRDP preps CDO for city commodity investment plan enhancement

CAGAYAN DE ORO CITY - To address the challenges and create intervention strategies for the commodities of the city, the Department of Agriculture-Philippine Rural Development Project (DA-PRDP) Regional Project Coordination Office (RPCO) 10 I-PLAN Component, in partnership with the Local Government Unit of Cagayan de Oro City, held a City Commodity Investment Plan (CIP) Updating Workshop on September 15, 2023.

The workshop was attended by the City's Agricultural Productivity Operations Office (APOO), Planning & Development Office (CPDO), Local Environmental and Natural Resources Office (CLENRO), Disaster Risk Reduction and Management Office (CDRRMO), Veterinary Office, Engineering Office, and local farmers.

Through the workshop, the stakeholders were able to discuss concerns and identify interventions for priority commodities such as abaca, banana cardava, cacao, coffee, and vegetables.

DA-10 Regional Executive Director and DA-PRDP RPCO 10 Project Director Carlene C. Collado emphasized that it is vital for the city to update the CIP to align with future project proposals under the PRDP Scale-up.

The CIP is a document that provides direction for LGUs in prioritizing investments to develop their agri-fisheries sector.

The Jamaican Training and Assessment Center, one of DA-PRDP's value chain coffee players, also exhibited its products during the workshop, showcasing the potential of locally-produced coffee in the market to the stakeholders. (*Isa Agawin, RPCO 10 InfoACE*)

EDITORIAL BOARD

Editor-in-Chief : Cheryl C. Suarez

Associate Editors : Adora D. Rodriguez, Jan Kyle Carrillo

Writers : Jan Kyle Carrillo, Ana Victoria Margallo, Julie Ace
Brandon Barao, and PSO and RPCO InfoACE Units

Photographers : NPCO, PSO, and RPCO InfoACE Units

Lay-out Artist : Ana Victoria C. Margallo

Adviser : Shandy M. Hubilla, CESO IV, EnP.



PRDPinFOCUS is a monthly publication of the Department of Agriculture-Philippine Rural Development Project National Project Coordination Office. We encourage reproduction of articles and photos with proper acknowledgment. For queries, comments or suggestions, email us at prdpnpcoinfoace@gmail.com or visit us at the PRDP Office, Department of Agriculture Building, Elliptical Road, Diliman, Quezon City.



Department of Agriculture -
Philippine Rural Development Project



prdp.da.gov.ph